Movies. Microsoft. Magic.

Team BIZ

Outline

- Business Problem
- Data
- Results
- Conclusions

Business Problem

- Microsoft looking to create original movie content
  - Where to begin?

- Three things to consider:
  - Genre
  - Runtime
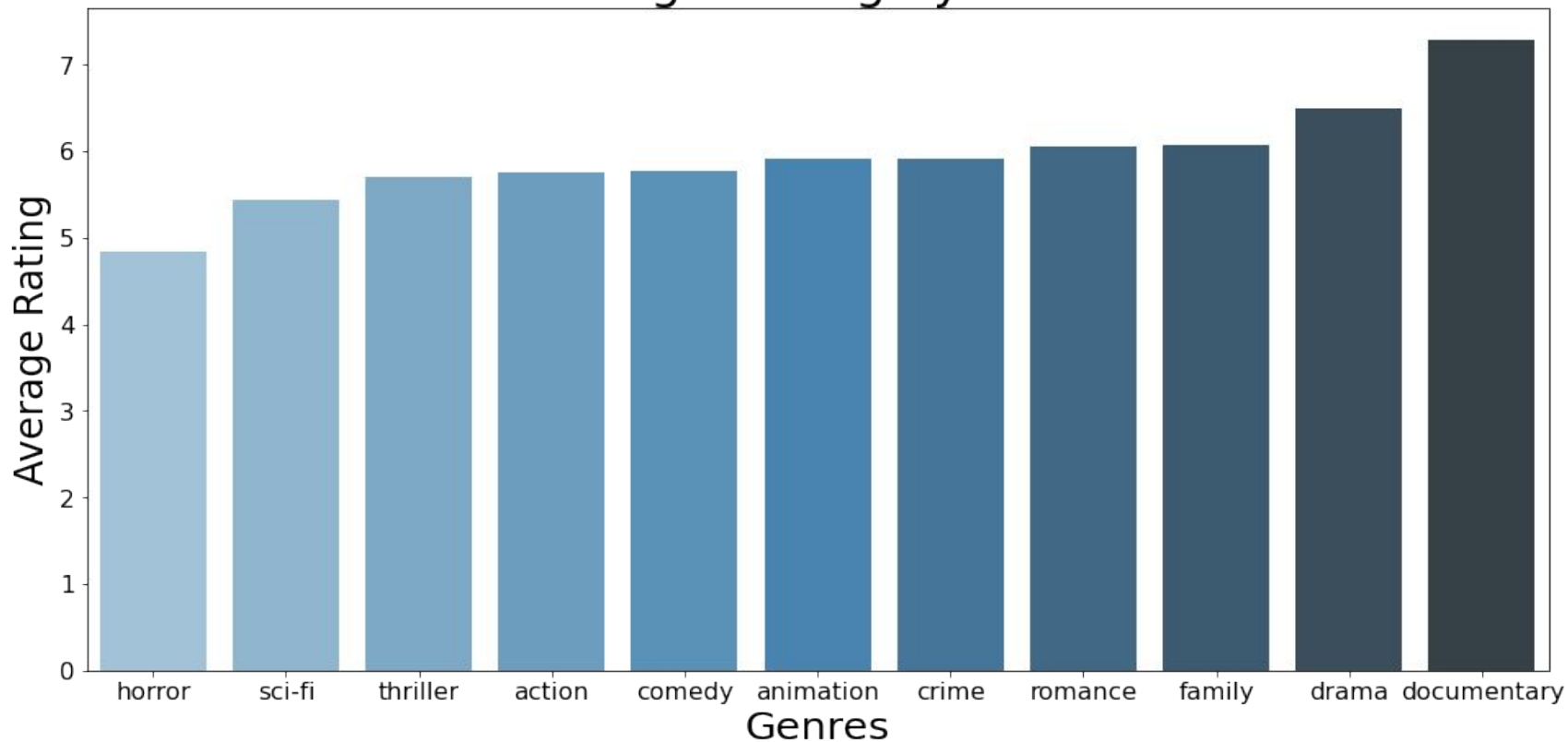 - Production budget

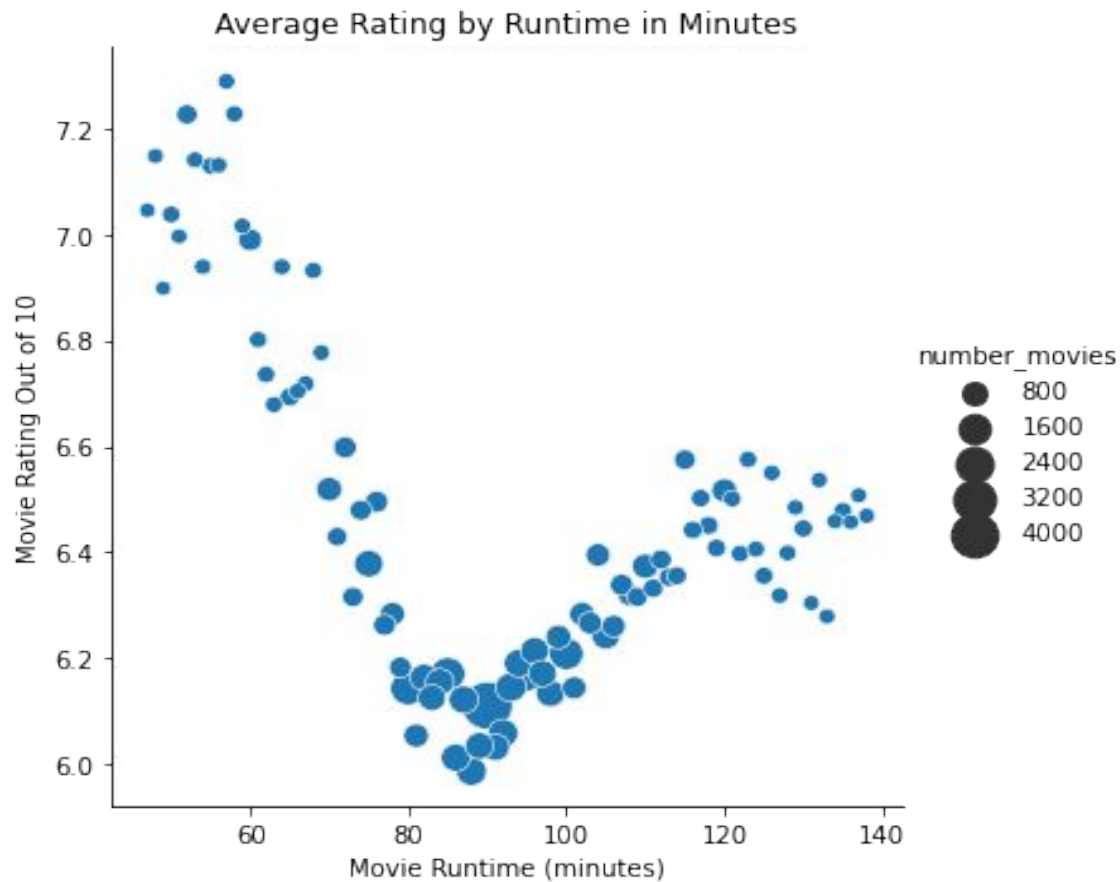# Data

1.) IMDB
   - Genres & Runtime

2.) The Numbers
   - Production budget & Worldwide gross

Average Rating by Genre
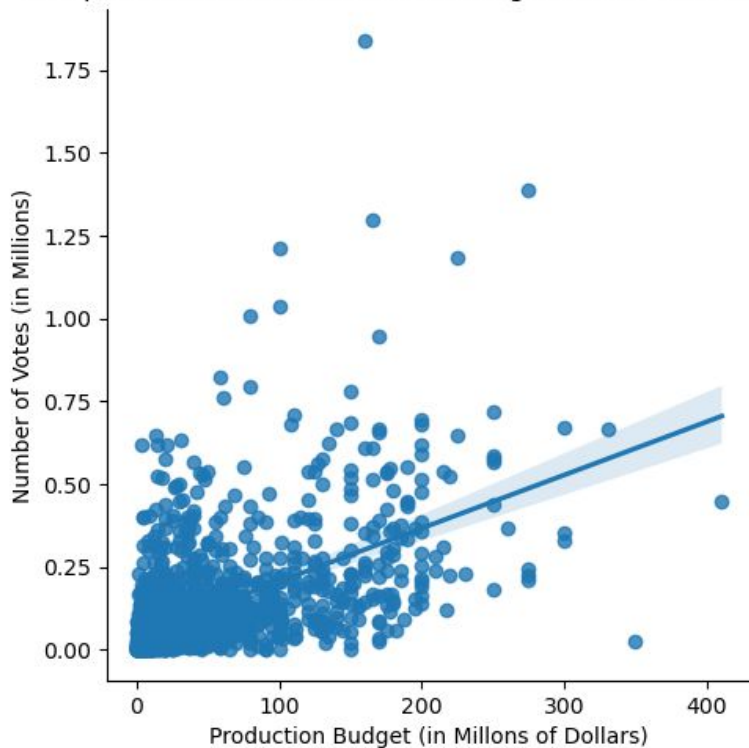
Results

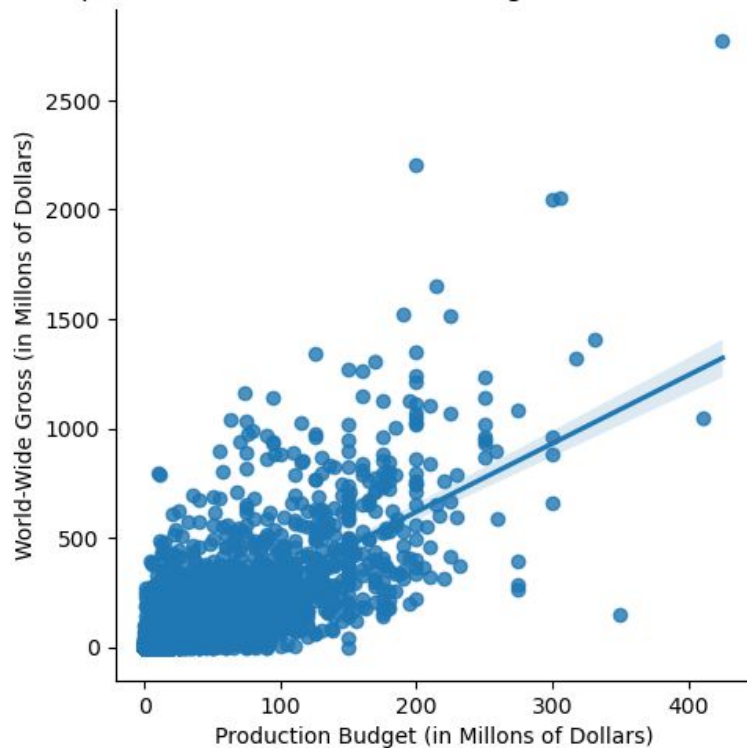
Average Rating by Runtime in Minutes

Results

Comparison between Production Budget and Number of Votes

Comparison between Production Budget and World-Wide Gross

Conclusions

1.) Genre impacts ratings
   a.) Documentaries scored the best while horror movies scored the worst

2.) Runtime impacts ratings
   a.) Shorter and longer movies

3.) Financial results have some limitations
   a.) High worldwide gross/popularity
   b.) No distribution/advertising data

Thank You!

Brandon Sienkiewicz - bmsienk@outlook.com
Ilan Haskel - ilanhaskel97@gmail.com
Zach Cherna - zacharycherna@gmail.com

Github link: https://github.com/bmsienk/dsc-biz-phase1proj